GET in the LOOP

CANADIAN PREMIER LEAGUE CHAMPIONS

Forge FC
Case Study

Canadian Premier League - Professional Sports Club

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Supporting the Forge FC with a Hyper-Local Mobile Solution

GET in the LOOP

Introduction

In keeping with entrepreneurial characteristics, the Forge FC is an organization that competes just as hard in their front office as the professional athletes on the pitch! The Forge FC represents the spirit of Hamilton's people, celebrating our industrious roots and ambitious future.

Together We Forge!

The Story of the Forge FC

For the past three years, the Forge FC have been competing in the Canadian Premier League, the top tier of Canadian soccer.

Historical moments were made in 2021, as the Forge FC were the first CPL team to reach 100 goals and became the first CPL team to qualify for the Semi-Final in the CONCACAF League Championship. Despite the loss in their third straight CPL Final, the team earned respect from its growing fan base.

The Opportunity

Due to several obstacles presented by Covid-19, the Forge FC, which had created a winning tradition in its first two years, was not visible within the city. After winning the inaugural North Star Shield, the 2020 season left the club out of sight and mind. They were not able to play any home matches at Tim Hortons Field.

Why Forge FC Chose GetintheLoop

The Forge FC saw an immediate opportunity to grow their brand awareness and connect themselves with a hyper-local audience, supporting local within the core of the city and surrounding communities. As a newly established club in Hamilton, the team was also intrigued to build their customer database. By connecting them directly to local consumers, this was a natural fit, aligning with their entrepreneurial business goals.
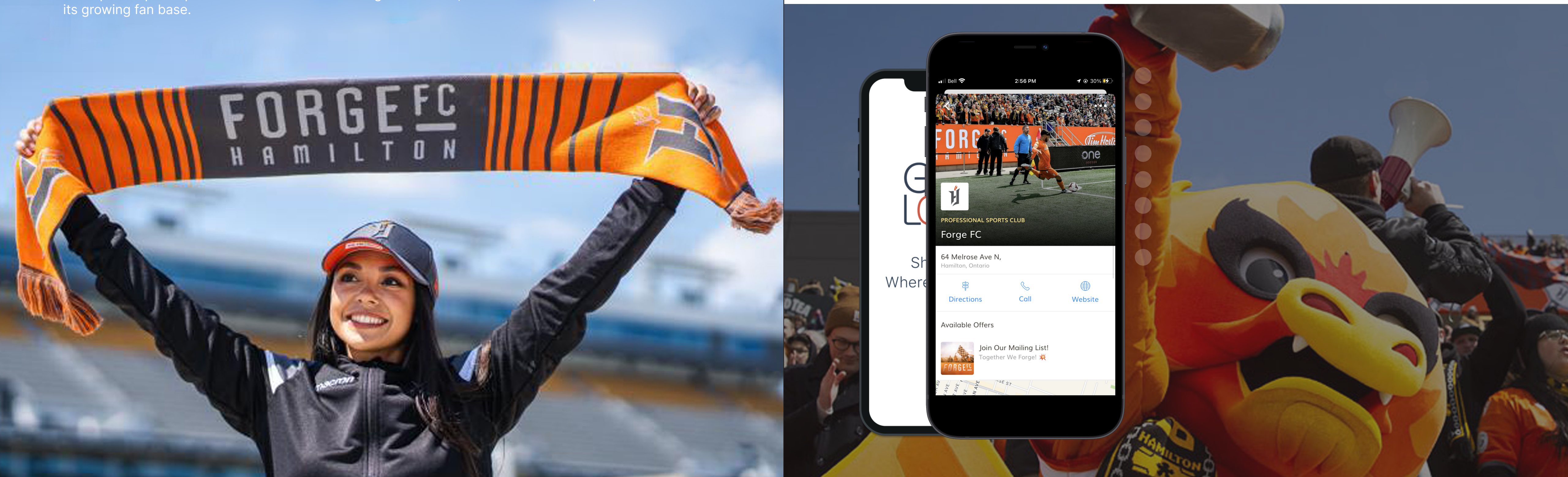
How the Forge FC Used the GetintheLoop Platform

The Forge FC worked closely with the local GetintheLoop owner. First, four matches were added to the platform with a promo code connected at the point of sale to make a seamless transaction for the patrons.

Patrons could pick any match available and use the dedicated Ticketmaster link to make the experience easy and engaging.

Next, The Forge FC provided an updated link to four more matches, including an In-App giveaway. The In-App giveaway was for Four Tickets and a signed Jersey and had the highest engagement to date in Hamilton. There were **198** entries, and this offer reached **10,134** local members in one week.

After the giveaway, GetintheLoop provided the Forge FC with more value by creating a "Direct Offer" that retargeted those members who entered the contest. The Direct Offer was communicated through a custom email, in-app prompts and a dedicated push notification. In addition, the Exclusive Offer rewarded those patrons with a discounted rate on the first two matches in November.

With the continued success on the pitch, the Forge FC secured home-field advantage throughout the playoffs while also advancing to the Semi-Final in the CONCACAF League Championship. As a result, three more games were added to the GetintheLoop platform.

With reaching **142,735 members over 11 weeks**, the hyper-local approach to building brand awareness proved to be a vital tool for the Forge FC.

"The fans made the experience so exciting. We cannot wait to go back!"

- Cooper & Evelyn

The Results

Since our partnership began in September 2021, 15 offers have been created and featured across the GetintheLoop platform.

GetintheLoop provided additional value by providing a multi-channel marketing plan, including targeted local push notifications, custom emails to GetintheLoop's members and social media posts.

In addition to solving The Forge FC's need to grow their awareness locally and build their member base, GetintheLoop retargeted engaging members positively by rewarding them for supporting the team locally.

The multi-channel approach taken by the Local Owner included:

14
fourteen custom emails

15
fifteen push notifications

60+
60+ social media posts

Total Reach
142,735

Total Response
2,028

Total Actions
395

Total reach repsonse actions

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As the Local Owner and a sports enthusiast, multiple games were attended with family and friends. We pride ourselves on supporting and advocating for every partner within the community. Not only standing behind each of them locally, but by embracing the shop local community we're creating together.

- Michael DeLong

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GetintheLoop supports local businesses and local events all over the country.

If you are interested in learning more about partnering with us, please contact sales@getintheloop.ca